

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST, 1987

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	9.1	11.4	12.4	8.9		10.6	12.4	10.3	10.4	11.1	10.8	9.8	10.7
NO. OF PROGRAMS†	9	14	26	3	IFR	10	26	32	29	39	68	12	80

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM						WEEKEND DAYTIME		
	Informational(1)										Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.2	9.2	4.2	6.0	4.2	3.1	4.1	6.3	5.4	3.8	5.4	4.2	5.0
NO. OF PROGRAMS†	6	3	9	12	11	6	14	10	24	23	5	7	12

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 23, 1987

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	FAMILY TIES	21.1	18,440	9	MURDER, SHE WROTE#	15.2	13,280
2	NIGHT COURT#	20.2	17,650	10	DAYS & NIGHTS-MOLLY DODD#	15.1	13,200
3	BILL COSBY SHOW	19.9	17,390	10	L.A. LAW	15.1	13,200
4	CHEERS	19.0	16,610	12	MOVIE OF THE WEEK-TUESDAY#	14.9	13,020
5	GROWING PAINS	17.2	15,030	13	MOONLIGHTING	14.8	12,940
6	60 MINUTES	16.3	14,250	14	MIAMI VICE	14.7	12,850
7	WHO'S THE BOSS?	15.4	13,460	15	ABC MONDAY NIGHT MOVIE	14.4	12,590
8	GOLDEN GIRLS	15.3	13,370				

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)						
*EVENING																																															
ABC BUSINESS BRIEF-MON																																															
2 MON. 8.58P 1 ABC N																																															
174 86 A 8.0 14 699																																															
B 10.7 17 935																																															
ABC BUSINESS BRIEF-WED																																															
1 WED. 9.16P 1 ABC N																																															
174 174 85 84 A 9.0 17 787																																															
2 WED. 8.58P 1 B 12.0 20 1049																																															
ABC BUSINESS BRIEF-FRI																																															
FRI. 8.43P 1 ABC N																																															
171 166 83 83 A 6.8 14 594																																															
B 9.8 18 857																																															
ABC MONDAY NIGHT MOVIE																																															
MON. 9.00P 120 ABC FF																																															
212 210 99 99 A 14.4 25 1259																																															
B 13.2 21 1154																																															
ABC NEWSBRIEF-MON																																															
1 MON. 9.54P 1 ABC N																																															
178 174 88 87 A 10.2 17 891																																															
2 MON. 9.55P 1 B 10.7 17 935																																															
ABC NEWSBRIEF-TUE																																															
1 TUE. 9.57P 2 ABC N																																															
174 173 87 86 A 10.5 18 918																																															
2 TUE. 9.58P 1 B 13.6 21 1189																																															
ABC NEWSBRIEF-WED																																															
1 WED. 10.16P 1 ABC N																																															
173 172 87 86 A 8.1 15 708																																															
2 WED. 9.58P 1 B 11.3 18 988																																															
ABC NEWSBRIEF-THU																																															
THU. 9.58P 1 ABC N																																															
171 170 85 87 A 7.4 13 647																																															
B 8.8 14 769																																															
ADDERLY																																															
FRI. 10.00P 60 CBS PD																																															
203 201 98 98 A 7.5 15 656																																															
B 7.5 15 656																																															
ADVENTURES-BEANS BAXTER																																															
SAT. 8.30P 30 FOX CS																																															
110 111 80 82 A 3.3 7 288																																															
B 3.6 8 315																																															
ALF																																															
MON. 8.00P 30 NBC CS																																															
206 203 99 98 A 14.3 27 1250																																															
B 15.6 25 1363																																															
AMEN																																															
SAT. 9.30P 30 NBC CS																																															
199 193 94 96 A 12.7 25 1110																																															
B 17.4 31 1521																																															
ANIMAL CRACK-UPS																																															
SAT. 8.00P 30 ABC CL																																															
189 194 95 90 A 6.2 14 542																																															
B 6.4 14 559																																															
BILL COSBY SHOW																																															
THU. 8.00P 30 NBC CS																																															
215 214 99 99 A 19.9 39 1739																																															
B 30.5 50 2666																																															
BRONX ZOO																																															
2 WED. 9.00P 60 NBC GD																																															
189 94 A 8.1 15 708																																															
B 8.1 15 708																																															
CAGNEY & LACEY																																															
MON. 10.00P 60 CBS OP																																															
208 208 99 98 A 11.2 20 379																																															
B 13.9 23 1215																																															
CBS EVENING NEWS-RATHER																																															
M-F 6.30P 30 CBS N																																															
207 209 99 99 A 9.0 20 787																																															
B 11.0 21 961																																															
CBS EVENING NEWS-SUNDAY																																															
SUN. 6.00P 30 CBS N																																															
178 177 87 87 A 5.7 14 498																																															
B 7.2 15 629																																															

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																																									
DESIGNING WOMEN 20																																									
MON. 9.30P 30 CBS CS 209 196 99 96																																									
DISNEY SUNDAY MOVIE 40																																									
1 SUN. 7.00P 60 ABC FF 211 213 95 99																																									
2 SUN. 7.00P 120																																									
DOWN & OUT-BEVERLY HILLS 2																																									
SAT. 9.00P 30 FOX CS 108 108 80 81																																									
DOWNTOWN SPECIAL(S) 168 87																																									
2 SAT. 8.00P 60 CBS OP																																									
DUET 6																																									
SUN. 8.30P 30 FOX CS 114 113 83 83																																									
ELLEN BURSTYN SHOW 3																																									
SAT. 8.30P 30 ABC CS 190 190 95 89																																									
EQUALIZER 32																																									
1 WED. 10.31P 60 CBS PD 207 208 99 99																																									
2 WED. 10.00P 60																																									
FACTS OF LIFE 7																																									
SAT. 8.00P 30 NBC CS 195 195 94 97																																									
FAMILY TIES 40																																									
214 214 99 99																																									
A 21.1 39 1844																																									
KAREN'S SONG 6																																									
SAT. 9.30P 30 FOX CS 111 110 80 81																																									
KATE & ALLIE 40																																									
MON. 8.00P 30 CBS CS 207 192 99 96																																									
L.A. LAW 31																																									
1 THU. 10.00P 60 NBC GD 209 209 98 99																																									
2 THU. 10.00P 64																																									
MACGYVER 11																																									
1 WED. 9.18P 60 ABC A 204 205 99 98																																									
2 WED. 9.00P 60																																									
MAGNUM, P.I. 35																																									
1 WED. 9.31P 60 CBS PD 209 204 99 97																																									
2 WED. 9.00P 60																																									
MARRIED...WITH CHILDREN 6																																									
SUN. 8.00P 30 FOX CS 114 114 83 83																																									
MATLOCK 39																																									
2 TUE. 8.00P 60 NBC GD 202 97																																									
MAX HEADROOM 2																																									
FRI. 9.00P 60 ABC A 191 192 94 96																																									
MIAMI VICE 40																																									
204 209 98 99																																									
A 14.7 29 1285																																									

THU.	8.30P	30	NBC	CS					B	29.6	47	2587
FAMILY TIES	SPECIAL(S)				197		97		A	13.1	25	1145
2 SUN.	8.00P	60	NBC	CS								
GARFIELD IN THE ROUGH(S)					199		97		A	8.8	19	769
2 FRI.	8.00P	30	CBS	EA								
GOLDEN GIRLS				41	202	197	94	96	A	15.3	31	1337
SAT.	9.00P	30	NBC	CS					B	21.3	38	1862
GROWING PAINS				38	211	209	99	98	A	17.2	32	1503
TUE.	8.30P	30	ABC	CS					B	20.8	33	1818
HEAD OF THE CLASS				38	207	205	99	99	A	12.1	23	1058
1 WED.	8.48P	30	ABC	CS					B	15.1	25	1320
2 WED.	8.30P	30										
HIGHWAY TO HEAVEN				39	204	204	96	98	A	8.9	17	778
1 WED.	8.31P	60	NBC	GD					B	14.9	25	1302
2 WED.	8.00P	60										
HOPE DIVISION(S)					197		97		A	8.3	15	725
2 MON.	8.00P	60	ABC	PD								
HOTEL				31	209	206	99	98	A	9.2	18	804
1 WED.	10.18P	60	ABC	GD					B	12.7	22	1110
2 WED.	10.00P	60										
HOUSTON KNIGHTS				4	207	202	99	97	A	10.1	18	883
TUE.	9.00P	60	CBS	OP					B	10.0	18	874
HOW BUGS BUNNY WON-WEST(S)					201		97		A	10.1	21	883
2 FRI.	8.30P	30	CBS	EA								
HUNTER				37	198	196	94	94	A	13.4	28	1171
SAT.	10.00P	60	NBC	OP					B	15.2	29	1328

FRI.	9.00P	60	NBC	OP					B	15.2	26	1328	
MIKE HAMMER					29	203	195	97	93	A	9.3	18	813
1 WED.	8.31P	60	CBS	PD						B	11.1	19	970
2 WED.	8.00P	60											
MR. BELVEDERE					31	194	187	92	91	A	8.4	17	734
FRI.	8.30P	30	ABC	CS						B	12.0	21	1049
MR. PRESIDENT					7	112	114	82	83	A	3.1	5	271
SUN.	9.00P	30	FOX	CS						B	2.8	5	245
MOONLIGHTING					37	212	210	99	98	A	14.8	26	1294
TUE.	9.00P	60	ABC	PD						B	20.0	31	1748
MOVIE OF THE WEEK-TUESDAY					9		195		95	A	14.9	27	1302
2 TUE.	9.00P	120	NBC	FF						B	13.8	24	1206
MURDER, SHE WROTE					37	205		98		A	15.2	29	1328
1 SUN.	8.00P	60	CBS	SM						B	22.5	36	1967
MY SISTER SAM					35	207	193	99	97	A	10.1	18	883
MON.	8.30P	30	CBS	CS						B	14.9	23	1302
NBC MAJOR LGE. PRE-TUE.(S)					203		99			A	8.5	18	743
1 TUE.	8.00P	12	NBC	SC									
NBC MAJOR LGE. BSBL-TUE.(S)					203		99			A	8.2	16	717
1 TUE.	8.12P	185	NBC	SE									
NBC MONDAY NIGHT MOVIES					39	202	196	99	98	A	10.5	19	918
MON.	9.00P	120	NBC	FF						B	17.0	27	1486
NBC NIGHTLY NEWS-SAT.					35	168	169	93	91	A	7.1	18	621
SAT.	6.30P	30	NBC	N						B	8.6	19	752

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1987 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
EVENING CONT'D																																												
NBC NIGHTLY NEWS-SUN						33	182	182	93	93	A	7.3	17	638	60 MINUTES						43	210	210	99	99	A	16.3	34	1425	SUN.						7.00P	60	CBS	DN	B	20.4	35	1783	
NBC NIGHTLY NEWS						208	195	203	96	99	A	7.6	16	664	SLEDGE HAMMER						3	198	199	97	98	A	6.6	13	577	THU.						8.00P	30	ABC	CS	B	6.5	13	568	
NBC NIGHTLY NEWS M-F											B	11.3	22	988	SLICKERS(S)							203		98	A	10.2	19	891	1 WED.						10.01P	30	NBC	CS	A					
NBC SUNDAY NIGHT MOVIE						41	196	200	97	97	A	12.8	23	1119	SPENSER: FOR HIRE						10	209	204	99	97	A	12.1	22	1058	1 SUN.						8.00P	120	NBC	FF	B	11.7	21	1023	
1 SUN.											B	16.6	27	1451	SPORTSBREAK-SAT						43	188	192	89	89	A	7.8	16	682	2 SUN.						9.00P	120			B	8.1	15	708	
2 SUN.											A	12.8	22	1119	1 SAT.						9.01P	1	CBS	SN	A				NEW HART						9.00P	30	CBS	CS	B					
MON.						39	209	196	99	96	B	17.1	26	1495	2 SAT.						8.58P	1			A				MON.											B				
NEWSBREAK-M-F						211	153	150	69	68	A	6.2	11	542	SPORTSBREAK-SUN						43	192	194	89	89	A	11.8	22	1031	1 MTUF						9.58P	1	CBS	N	B	18.7	30	1634	
1 MTUF											B	10.3	17	900	1 SUN.						8.30P	1	CBS	SN	A				1 WED.						10.29P	1			A	7.9	16	690		
1 WED.											A	8.4	17	734	2 SUN.						8.58P	1			B	7.9	16	690	1 THU.						9.59P	1			A	7.0	15	612		
1 THU.											B	7.1	13	621	STARMAN						2	195	197	95	97	A	7.4	16	647	2 MTUWF						9.58P	1			A	3.4	6	297	
2 MTUWF											A	11.4	19	996	SUMMER PLAYHOUSE						8	200		96	A	3.3	6	288	2 THU.						9.49P	1			B					
2 THU.											B	12.6	20	1101	1 FRI.						8.00P	60	CBS	FV	A				NEWSBREAK-SAT.						9.58P	1	CBS	N	B					
NEWSBREAK-SAT.						43	163	203	76	98	A	9.2	20	804	TRACEY ULLMAN SHOW						7	109	113	81	82	A				SAT.											B			
SAT.											B				SUN.						9.30P	30	FOX	CS	B				SUN.						9.58P	1	CBS	N	A					
NFL PRE-SEASON FOOTBALL(S)							201		96		A				SUN.														SUN.											B				

2 SAT.	9.00P	190	CBS	SE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								
LATE FRINGE CONT'D															FRIDAY NIGHT VIDEOS																						
ABC NEWS:NIGHTLINE-WED					5	203		98		A	4.3	15	376		FRI. 1.30A 60 NBC PC					10	181	181	96	96	A	2.3	16	201									
1 WED. 12.00M 18 ABC N										B	7.6	26	664		G MICHAELS SPORTS MACHINE					44	85	85	52	51	B	2.4	17	210									
ABC NEWS:NIGHTLINE-FRI					5	189		97		A	4.8	16	420		SUN. 11.30P 15 NBC SC										A	1.8	5	157									
1 FRI. 12.00M 20 ABC N										B	4.2	19	367												B	2.0	7	175									
ABC WEEKEND REPORT-SAT.					40	142	145	78	79	A	2.0	6	175		IN PERSON FROM THE PALACE					9	155	153	77	77	A	1.6	5	140									
SAT. 11.30P 15 ABC N										B	2.4	7	210		FRI. 11.30P 60 CBS GV										B	1.6	5	140									
ABC WEEKEND REPORT-SUN.					42	149	150	83	83	A	2.9	9	253		LATE SHOW-FOX					29	122	121	84	83	A	1.8	5	157									
SUN. 11.30P 15 ABC N										B	2.5	9	219		M-F 11.00P 60 FOX GV										B	1.7	4	149									
CBS LATE NIGHT I					182	182	181	89	89	A	4.0	15	350		MONDAY SPORTSNITE					11	144	142	84	83	A	1.9	8	166									
1 MON. 12.00M 66 CBS FF										B	4.6	17	402		MON. 12.00M 60 ABC SC										B	1.6	8	140									
1 TUE. 11.30P 66															SATURDAY NIGHT					34	195	196	98	99	A	7.1	22	621									
1 WED. 12.01A 65															1 SAT. 11.30P 78 NBC GV										B	7.4	23	647									
1 THU. 11.30P 79															2 SAT. 11.30P 79																						
2 M & TU 11.30P 66															TONIGHT SHOW					209	200	200	99	99	A	6.2	21	542									
2 WED. 11.30P 64															1 MTHF 11.30P 60 NBC GV										B	7.0	22	612									
2 THU. 11.30P 63															1 TUE. 11.42P 60																						
CBS LATE NIGHT II					208	176	175	87	87	A	2.4	14	210		1 WED. 12.01A 60																						
1 MON. 1.06A 42 CBS FF										B	3.0	17	262		2 MTUWF 11.30P 60																						
1 TUE. 12.36A 50															2 THU. 11.34P 60																						
1 WED. 1.06A 44															WEEKDAY DAYTIME																						
1 THU. 12.49A 45																																					

*WEEKDAY DAYTIME

1 FRI.	12.30A	51																	ABC DAYTIME NEWSBRIEF-M-F	196	211	211	98	98		A	6.8	23	594																				
2 MON.	12.36A	47																	M-F	2.57P	2	ABC	N			B	6.9	24	603																				
2 TUE.	12.36A	46																	ABC WORLD NEWS-MORN-615A	198	141	142	83	84		A	1.1	14	96																				
2 WED.	12.34A	53																	M-F	6.15A	15	ABC	N			B	1.3	13	114																				
2 THU.	12.33A	54																	ABC WORLD NEWS-MORN-645A	197	187	188	95	95		A	2.0	18	175																				
2 FRI.	12.30A	59																	M-F	6.45A	15	ABC	N			B	2.4	17	210																				
CBS NEWS NIGHTWATCH-1																			197	51	48	48	46	A	.8	8	70									ALL MY CHILDREN	208	215	215	99	99		A	7.3	24	638			
1 MTUHS	2.00A	30	CBS	N						B	1.0	10	87							M-F	1.00P	60	ABC	DD			B	6.9	23	603																			
2 M-THSU	2.00A	30																	AMERICAN TREASURY	120	195	195	92	92		A	4.2	14	367																				
CBS NEWS NIGHTWATCH-2																			213	69	70	63	65	A	1.1	13	96									M-F	3.58P	1	CBS	DO			B	5.1	17	446			
M-THSU	2.30A	30	CBS	N						B	1.4	17	122							ANOTHER WORLD	192	201	201	99	99		A	4.8	16	420																			
CBS NEWS NIGHTWATCH-3																			214	101	100	81	81	A	.9	15	79									M-F	2.00P	60	NBC	DD			B	5.0	17	437			
M-THSU	3.00A	180	CBS	N						B	1.1	19	96							AS THE WORLD TURNS	88	207	207	99	99		A	6.5	22	568																			
CBS SUNDAY NEWS-OSGOOD																			41	115	115	61	61	A	4.3	9	376									M-F	2.00P	60	CBS	DD			B	6.5	23	568			
SUN.	11.00P	15	CBS	N						B	4.5	10	393							BARGAIN HUNTERS M-F	24	145	145	69	69		A	1.7	7	149																			
DAVID LETTERMAN I																			177	204	203	99	99	A	4.5	21	393									M-F	11.30A	30	ABC	QG			B	1.7	7	149			
1 MTHF	12.30A	30	NBC	GV						B	4.3	21	376							BEFORE HOURS	115	142	142	87	87		A	.6	9	52																			
1 TUE.	12.42A	30																	M-F	6.15A	15	NBC	N			B	.5	6	44																				
1 WED.	1.01A	30																	BOLD AND THE BEAUTIFUL	89	198	198	94	94		A	5.5	18	481																				
2 MTUWF	12.30A	30																	M-F	1.30P	30	CBS	DD			B	5.5	19	481																				
2 THU.	12.34A	30																	CBS MORNING NEWS- 6:30AM	150	150	149	89	88		A	1.1	12	96																				
DAVID LETTERMAN II																			177	204	203	99	99	A	3.6	22	315									M-F	6.30A	30	CBS	N			B	1.4	13	122			
1 MTHF	1.00A	30	NBC	GV						B	3.3	20	288							CBS MORNING NEWS- 7:00AM	138	201	200	98	98		A	2.1	15	184																			
1 TUE.	1.12A	30																	M-F	7.00A	30	CBS	N			B	2.5	14	219																				
1 WED.	1.31A	30																																															
2 MTUWF	1.00A	30																																															
2 THU.	1.04A	30																																															

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKDAY DAYTIME CONT'D														
CLASSIC CONCENTRATION 61						150	149	77	76	A	3.6	15	315	
M-F 10.30A 30 NBC QG										B	3.2	14	280	
DAYS OF OUR LIVES 207						209	209	99	99	A	6.8	23	594	
M-F 1.00P 60 NBC DD										B	6.8	23	594	
GENERAL HOSPITAL 191						212	212	99	99	A	6.9	24	603	
M-F 3.00P 60 ABC DD										B	7.9	27	690	
GOOD MORNING, AMERICA-730 196						211	211	99	99	A	3.4	20	297	
M-F 7.30A 30 ABC N										B	4.2	21	367	
GOOD MORNING, AMERICA-830 195						209	209	99	99	A	3.5	16	306	
M-F 8.30A 30 ABC N										B	4.3	19	376	
GUIDING LIGHT 199						207	207	99	99	A	5.2	18	454	
M-F 3.00P 60 CBS DD										B	6.1	21	533	
LOVING 206						178	178	89	89	A	4.3	15	376	
M-F 12.30P 30 ABC DD										B	3.9	14	341	
MORNING PROGRAM 144						201	201	98	98	A	2.3	12	201	
M-F 7.30A 90 CBS N										B	2.5	12	219	
NBC NEWS AT SUNRISE 210						197	197	98	98	A	1.9	23	166	
M-F 6.00A 30 NBC N										B	2.2	20	192	
NBC NEWS DIGEST-DAYTIME 121						190	190	95	95	A	4.4	15	385	
PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
SCRABBLE 191						196	195	98	97	A	4.6	18	402	
M-F 11.30A 30 NBC QG										B	4.8	20	420	
SUPER PASSWORD 193						158	158	78	78	A	3.6	13	315	
M-F 12.00N 30 NBC QG										B	3.6	14	315	
TODAY SHOW-7.30AM 208						204	204	99	99	A	4.1	24	358	
M-F 7.30A 30 NBC N										B	4.9	25	428	
TODAY SHOW-8.30AM 208						204	204	99	99	A	4.8	22	420	
M-F 8.30A 30 NBC N										B	5.1	23	446	
\$25,000 PYRAMID 203						179	180	89	89	A	3.1	13	271	
M-F 10.00A 30 CBS QP										B	3.6	15	315	
WHEEL OF FORTUNE 192						209	209	99	99	A	5.8	23	507	
M-F 11.00A 30 NBC QG										B	6.0	25	524	
WHO'S THE BOSS? M-F 44						179	179	89	89	A	4.6	18	402	
M-F 11.00A 30 ABC CS										B	4.2	17	367	
WORDPLAY 147						144	145	76	76	A	3.5	12	306	
M-F 12.30P 30 NBC QG										B	3.4	12	297	
YOUNG AND THE RESTLESS 201						209	209	99	99	A	7.6	27	664	
M-F 12.30P 60 CBS DD										B	7.8	29	682	
WEEKEND DAYTIME														

MWF 2.57P	1 NBC N					B	4.3	15	376	ABC WEEKEND SPECIALS	39	182	183	91	91	A	2.7	10	236	
NEW CARD SHARKS	201	171	171	82	82	A	3.7	16	323	SAT. 12.00N	30 ABC FV					B	3.4	12	297	
M-F 10.30A	30 CBS GP					B	3.9	17	341											
NEWSBREAK-11.57		206	176	176	84	84	A	5.3	20	463	ABC WIDE WORLD-SPORTS SAT	28	211	206	99	99	A	3.9	11	341
M-F 11.57A	2 CBS N					B	6.1	24	533	1 SAT. 4.30P	90 ABC SA					B	5.0	13	437	
NEWSBREAK-3.44	198	192	192	94	94	A	4.4	15	385	2 SAT. 4.30P	92									
1 MON. 3.41P	1 CBS N					B	5.4	18	472	ALL NEW ENOKS	41	200	201	93	93	A	3.2	13	280	
1 TUE. 3.44P	1									SAT. 11.30A	30 ABC CA					B	3.8	13	332	
1 W-F 3.42P	1																			
2 MON. 3.43P	1									ALVIN AND THE CHIPMUNKS	38	199	199	99	99	A	6.0	24	524	
2 TU & F 3.40P	1									SAT. 10.30A	30 NBC CA					B	6.5	23	568	
2 WED. 3.42P	1									AMERICAN BANDSTAND	32	160	159	79	78	A	2.0	7	175	
2 THU. 3.41P	1									SAT. 1.00P	30 ABC PC					B	2.4	8	210	
ONE LIFE TO LIVE	194	213	213	99	99	A	7.0	24	612	BEATRICE WESTERN OPEN-SAT(S)		190		93	A	2.0	6	175		
M-F 2.00P	60 ABC DD					B	7.1	25	621	2 SAT. 2.30P	120 ABC SE									
PRICE IS RIGHT 1	204	208	208	99	99	A	5.6	22	489	BEATRICE WESTERN OPEN-SUN(S)		193		95	A	4.3	12	376		
M-F 11.00A	30 CBS AP					B	6.1	26	533	2 SUN. 4.00P	123 ABC SE									
PRICE IS RIGHT 2	204	208	208	99	99	A	7.2	28	629	BERENSTAIN BEARS	44	194	194	96	96	A	1.3	10	114	
M-F 11.30A	30 CBS AP					B	7.5	30	656	SAT. 8.00A	30 CBS CA					B	2.3	15	201	
RYAN'S HOPE	202	167	167	82	82	A	2.8	10	245	BUGS BUNNY & TWEETY SHOW	42	206	206	95	96	A	3.8	15	332	
M-F 12.00N	30 ABC DD					B	2.7	10	236	SAT. 11.00A	30 ABC CA					B	4.6	16	402	
SALE OF THE CENTURY	140	163	162	81	81	A	3.5	15	306	BUSINESS WORLD	39	112	137	70	79	A	1.5	5	131	
M-F 10.00A	30 NBC OG					B	3.5	15	306	SUN. 12.30P	30 ABC N					B	1.6	5	140	
SANTA BARBARA	192	197	197	98	98	A	4.7	16	411	CARE BEAR FAMILY	44	208	207	99	99	A	2.5	15	219	
M-F 3.00P	60 NBC DD					B	4.3	14	376	SAT. 8.30A	30 ABC CA					B	3.1	16	271	
										CBS STORYBREAK(B)		137		68	A	3.0	12	262		
										1 SAT. 12.30P	30 CBS CL									

SAT. 8.30A 30 NBC CA	27	174	169	86	85	B	4.4	22	385	1 SUN. 12.00N 240 CBS SE	B	4.8	15	420
HEALTH SHOW						A	1.7	6	149	2 SUN. 12.00N 364				
SAT. 12.30P 30 ABC N						B	1.9	7	166					
INTERNATIONAL GOLF-SAT(S)	199			99		A	3.8	11	332	PEE WEE'S PLAYHOUSE	40	209	207	99 99
1 SAT. 4.02P 148 CBS SE										SAT. 10.00A 30 CBS CL	43	208	207	97 97
INTERNATIONAL GOLF-SUN(S)	203			98		A	5.2	14	454	POUND PUPPIES				
1 SUN. 4.00P 120 CBS SE										SAT. 10.30A 30 ABC CA				
INTERNATIONAL RACE-CHAMPS(S)	191			93		A	3.1	8	271	REAL GHOSTBUSTERS	44	205	203	99 98
1 SUN. 5.00P 60 ABC SE										SAT. 10.00A 30 ABC CA	43	205	205	99 99
IT'S PUNKY BREWSTER	35	184	184	95	95	A	5.0	20	437	SMURFS I				
SAT. 11.30A 30 NBC CA						B	5.4	19	472	SAT. 9.00A 30 NBC CA				
IT'S PUNKY BREWSTER-2	1				71	A	2.9	10	253	SMURFS II	43	205	205	99 99
2 SAT. 12.30P 30 NBC CA						B	2.9	10	253	SAT. 9.30A 30 NBC CA				
KISSYFUR	44	197	197	98	98	A	2.8	22	245	SMURFS III	43	205	205	99 99
SAT. 8.00A 30 NBC CA						B	3.3	21	288	SAT. 10.00A 30 NBC CA				
LAND OF THE LOST(B)										SPORTSWORLD	20		181	94
1 SAT. 11.30A 30 CBS CL						A	2.5	10	219	2 SUN. 4.30P 90 NBC SA				
LAND OF THE LOST(B)										SPORTSWORLD-SUN SPEC. ED(S)		182	94	
2 SAT. 11.30A 30 CBS CL						A	1.7	7	149	1 SUN. 4.00P 120 NBC SA				
LAZER TAG ACADEMY	40	146	157	80	85	A	3.7	14	323	SUNDAY MORNING	43	174	175	96 96
SAT. 12.00N 30 NBC CA						B	4.3	15	376	SUN. 9.00A 90 CBS N				
MAIN STREET	8	140			75	A	1.7	7	149	TEEN WOLF	44	202	203	98 98
1 SAT. 12.30P 30 NBC CN						B	1.8	7	157	SAT. 10.30A 30 CBS CA				
MEET THE PRESS	41	163	167	94	95	A	2.2	8	192	THIS WEEK-DAVID BRINKLEY	38	143	198	88 98
SUN. 12.30P 30 NBC CC						B	2.6	9	227	SUN. 11.30A 60 ABC N				

16 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1987 REPORT

PROGRAM NAME											T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME											T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										
WEEKEND DAYTIME CONT'D																																							
WILDFIRE						44	198	198	96	96	A	2.1	12	184																									
SAT. 8.30A 30 CBS CA											B	2.9	15	253																									
WUZZLES						43	197	196	97	97	A	1.6	13	140																									
SAT. 8.00A 30 ABC CA											B	2.1	14	184																									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. AUG. 10, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,320 14.1				22,550 25.8							
	ABC TV							OLD DOGS						ABC MONDAY NIGHT MOVIE WHY ME? (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					8,650 9.9				15,210 17.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.6	9.4* 18 *		10.3* 19 *	31 14.3	26* 15.2		16.2* 28 *		19.1* 34 *	20.0	19.6* 36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,410 14.2		10,580 12.1		13,720 15.7		13,460 15.4		12,590 14.4			
	CBS TV						KATE & ALLIE (R)		MY SISTER SAM (R)(SD)		NEWHART (R)		DESIGNING WOMEN (R)(SD)		CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					10,660 12.2		9,180 10.5		11,890 13.6		11,450 13.1		9,440 10.8	10.6*		11.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.1	12.3	19 10.4	10.7	24 13.1	14.1	23 13.1	13.1	19 10.3	19* 10.8	11.1	20* 11.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,980 16.0		13,720 15.7		15,560 17.8							
	NBC TV						ALF (R)		VALERIE (R)					NBC MONDAY NIGHT MOVIES ONCE UPON A TIME IN AMERICA, PT 2			
	AVERAGE AUDIENCE (Households (000) & %)					12,060 13.8		11,890 13.6		8,300 9.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.5	14.0	25 13.5	13.7	17 10.2	9.9* 18 *		9.5* 17 *		9.6* 17 *	9.2	9.2* 17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,840 12.4				16,870 19.3							
	ABC TV							HOPE DIVISION (SD)						ABC MONDAY NIGHT MOVIE LACEY, PT 2 (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					7,250 8.3				9,960 11.4	11.1*				11.7*		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.1	8.1* 15 *		8.5* 15 *	20 10.8	19* 11.4		11.1* 19 *		21* 11.6	11.4	22* 12.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,360 13.0		9,880 11.3		12,240 14.0		13,280 15.2		13,280 15.2			
	CBS TV						KATE & ALLIE (R)		MY SISTER SAM (R)(SUS-SD)		NEWHART (R)		DESIGNING WOMEN (R)(SD)		CAGNEY & LACEY (R)		
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8		8,480 9.7		10,400 11.9		11,620 13.3		10,050 11.5	11.9*		11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 10.8	10.7	17 9.4	9.9	20 11.3	12.5	23 12.9	13.7	21 12.0	21* 11.9	11.2	21* 11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,560 17.8		14,950 17.1		19,140 21.9							
	NBC TV						ALF (R)		VALERIE (R)					NBC MONDAY NIGHT MOVIES NATE AND HAYES			
	AVERAGE AUDIENCE (Households (000) & %)					12,940 14.8		13,020 14.9		9,960 11.4	11.1*		10.9* 19 *		11.8* 21 *		11.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 14.1	15.6	27 14.8	14.9	20 11.6	19* 10.7		19* 10.7		21* 11.5	11.9	22* 11.4
TV HOUSEHOLDS USING TV WK. 1		50.5	51.5	50.7	51.5	52.1	52.9	53.1	54.7	55.6	56.6	57.2	57.7	56.3	56.6	55.8	53.1
(See Def. 1) WK. 2		49.6	50.7	51.4	52.6	53.3	55.0	55.4	56.9	58.1	59.0	58.4	58.7	57.5	56.3	54.8	53.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE. MON. AUG. 17, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.11, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,340 18.7		17,570 20.1		17,830 20.4				15,470 17.7			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,720 15.7		15,640 17.9		13,460 15.4				11,270 12.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 14.7	16.6	34 17.6	18.2	27 14.2	14.6* 26 *	16.2* 28 *		24 13.4	13.2* 24 *	12.9	12.7* 25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,400 11.9				13,810 15.8				14,510 16.6			
	CBS TV							SIMON & SIMON (R)(SD)		HOUSTON KNIGHTS (R)(SD)				NIGHT HEAT			
	AVERAGE AUDIENCE (Households (000) & %)					7,340 8.4	8.4*		8.4*	10,230 11.7	10.9*		12.4*	11,010 12.6	12.6*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 8.4	16 *		16 *	21 10.5	19 *		21 *	24 12.5	23 *	12.5	25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,000 20.6											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,170 8.2	7.1*		7.2*		8.7*		8.7*		8.8*		8.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 7.5	15 *		14 *		16 *		15 *		16 *		16 *

NBC MAJOR LGE. BSBL-TUE.
NY YANKEES VS KANSAS CITY
CINCINNATI VS LOS ANGELES
(MULTI-REPEMENT TELECAST/CPY-OP)

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,990 18.3		16,610 19.0		17,310 19.8				13,810 15.8			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,110 15.0		14,330 16.4		12,410 14.2				9,790 11.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 13.8	16.3	30 16.2	16.6	25 14.0	14.1* 25 *	14.3* 25 *		20 11.7	21 *	11.2	10.8* 20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,740 10.0				9,790 11.2				9,880 11.3			
	CBS TV							SIMON & SIMON (R)(SD)		HOUSTON KNIGHTS (R)(SD)				NIGHT HEAT			
	AVERAGE AUDIENCE (Households (000) & %)					6,030 6.9	6.9*		6.9*	7,430 8.5	8.1*		8.9*	6,900 7.9	7.8*		8.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 6.9	14 *		13 *	15 7.8	14 *		16 *	14 7.8	14 *	8.1	15 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,770 16.9				20,450 23.4							
	NBC TV							MATLOCK (R)						MOVIE OF THE WEEK-TUESDAY THE MAN FROM SNOWY RIVER			
	AVERAGE AUDIENCE (Households (000) & %)					10,840 12.4	11.4*		13.4*	13,020 14.9	14.3*		14.5*		15.4*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 11.1	22 *		25 *	27 14.0	25 *		25 *		28 *	15.6	29 *

TV HOUSEHOLDS USING TV WK. 1	46.7	48.1	49.1	49.7	50.8	51.8	52.6	54.1	54.9	56.8	57.8	58.2	55.3	54.2	52.0	50.3
(See Def. 1) WK. 2	45.5	46.2	47.0	48.4	50.3	51.6	53.0	55.1	55.9	56.6	56.7	57.4	56.1	55.5	54.7	52.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. AUG.18, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. AUG.12, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)						11,190 12.8	13,900 15.9		15,470 17.7				12,850 14.7			
	ABC TV					(1) (SUS)(-OP)	PERFECT STRANGERS (8:18-8:48PM) (R)(OP)(-OP)	HEAD OF THE CLASS (8:48-9:18PM) (R)(SD)(OP)(-OP)		MACGYVER (9:18-10:18PM) (R)(SD)(OP)(-OP)				HOTEL (10:18-11:18PM) (R)(OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						8,570 9.8	11,270 12.9		10,400 11.9				8,390 9.6			9.6*
	SHARE OF AUDIENCE %						19	24		21			22 *	19			19 *
	AVG. AUD. BY ¼ HR.						8.4	10.6		11.0	11.8	12.1	12.6	8.6	9.5		9.7
E K 2	TOTAL AUDIENCE (Households (000) & %)						13,200 15.1			15,910 18.2				13,020 14.9			
	CBS TV					REAGAN ADDRESS -CBS. (8:00-8:17PM) (SUS)(SUS-SD)(-OP)		MIKE HAMMER (8:31-9:31PM) (R)(SUS-SD)(OP)(-OP)		MAGNUM, P.I. (9:31-10:31PM) (R)(SD)(OP)(-OP)				EQUALIZER (10:31-11:31PM) (R)(OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)						8,220 9.4	8,420 8.4*		9,700 11.1				8,910 10.2			10.2*
	SHARE OF AUDIENCE %						18	16 *		20	19 *			22 *	21		20 *
	AVG. AUD. BY ¼ HR.						8.5	8.3	10.0	10.7	10.1	10.4	11.2	12.6	10.2		10.2
E K 2	TOTAL AUDIENCE (Households (000) & %)						11,800 13.5			12,240 14.0				11,100 12.7		12,500 14.3	
	NBC TV					PRESIDENTIAL ADDRESS (8:00-8:18PM) (SUS)(SUS-OP)(-OP)		HIGHWAY TO HEAVEN (8:31-9:31PM) (R)(OP)(-OP)		NIGHT COURT (9:31-10:31PM) (R)(OP)(-OP)				SLICKERS (10:01-10:31PM) (OP)(-OP)		ST. ELSEWHERE (10:31-11:31PM) (R)(OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)						7,690 8.8	7,820 7.8*		10,310 11.8				8,910 10.2		7,690 8.8	8.8*
	SHARE OF AUDIENCE %						16	15 *		21	18 *			19	18	17 *	17 *
	AVG. AUD. BY ¼ HR.						7.3	8.2	9.1	10.3	11.1	12.4	10.4	10.1	8.9	8.7	8.7

W E K 2	TOTAL AUDIENCE (Households (000) & %)						12,150 13.9	11,540 13.2		13,370 15.3				10,400 11.9			
	ABC TV						PERFECT STRANGERS (R)	HEAD OF THE CLASS (R)(SD)		MACGYVER (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,610 11.0	9,880 11.3		9,880 11.3	10.5*		7,690 8.8	8.9*			8.8*
	SHARE OF AUDIENCE %						22	22		21	20 *		17	17 *			17 *
	AVG. AUD. BY ¼ HR.						10.3	11.7	11.3	11.3	11.0	11.9	12.3	8.8	8.9	8.7	8.8
E K 2	TOTAL AUDIENCE (Households (000) & %)						10,930 12.5			13,370 15.3				15,910 18.2			
	CBS TV						MIKE HAMMER (R)(SUS-SD)			MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,040 9.2	8,520 8.5*		10,050 11.5	11.0*		11,890 13.6	13.3*			13.8*
	SHARE OF AUDIENCE %						18	17 *		21	21 *		26	25 *			27 *
	AVG. AUD. BY ¼ HR.						8.2	8.7	9.5	10.7	11.2	11.8	12.1	13.4	13.3	13.8	13.8
E K 2	TOTAL AUDIENCE (Households (000) & %)						10,840 12.4			9,960 11.4				9,960 11.4			
	NBC TV						HIGHWAY TO HEAVEN (R)			BRONX ZOO (R)				ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,780 8.9	8,520 8.5*		7,080 8.1	7.9*		7,250 8.3	8.2*			8.3*
	SHARE OF AUDIENCE %						18	17 *		15	15 *		16	15 *			16 *
	AVG. AUD. BY ¼ HR.						8.3	8.7	9.2	7.7	8.0	8.2	8.3	8.4	8.3		8.3

TV HOUSEHOLDS USING TV	WK. 1	46.8	48.8	48.3	48.5	48.6	49.9	51.4	53.9	55.1	55.6	55.0	55.4	54.7	53.7	50.9	48.0
(See Def. 1)	WK. 2	44.8	46.3	46.7	47.6	48.3	49.9	51.1	52.6	51.7	53.7	54.2	54.9	53.5	52.4	51.4	49.6

U.S. TV Households: 87,400,000
(1) PRES. REAGAN'S ADDRESS, ABC, (8:00-8:18PM)

For explanation of symbols, See page A

EVE.WED. AUG.19, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.13, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,250 8.3		6,290 7.2		9,790 11.2				14,330 16.4			
	ABC TV					SLEDGE HAMMER (R)		CHARMING (R)		OUR WORLD (R)(SD)						20/20	
	AVERAGE AUDIENCE (Households (000) & %)					5,940 6.8		5,330 6.1		5,590 6.4	5.1*		7.7*	9,960 11.4	11.4*		11.4*
	SHARE OF AUDIENCE %					13		11		11	9 *		13 *	21	20 *		22 *
	AVG. AUD. BY ¼ HR.					6.8	6.9	6.3	6.0	5.1	5.2	7.5	8.0	11.1	11.7	11.3	11.4
	TOTAL AUDIENCE (Households (000) & %)					8,740 10.0				14,680 16.8							
	CBS TV					SCARECROW & MRS. KING (R)(SD)								CBS THURSDAY MOVIE FIVE DAYS ONE SUMMER (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					6,560 7.5				7,340 8.4	8.3*		9.2*		8.4*		8.0*
	SHARE OF AUDIENCE %					14				15	15 *		16 *		15 *		16 *
	AVG. AUD. BY ¼ HR.					7.6	7.2	7.7	7.6	8.2	8.4	8.8	9.6	8.5	8.2	8.3	7.7
	TOTAL AUDIENCE (Households (000) & %)					19,580 22.4		21,060 24.1		19,580 22.4		15,730 18.0		17,040 19.5			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES		CHEERS (R)		DAYS & NIGHTS- MOLLY DODD				L.A. LAW (R)	
	AVERAGE AUDIENCE (Households (000) & %)					17,040 19.5		17,920 20.5		16,520 18.9		13,200 15.1		12,500 14.3	14.5*		14.0*
	SHARE OF AUDIENCE %					37		37		34		26		27	26 *		27 *
	AVG. AUD. BY ¼ HR.					18.7	20.4	19.9	21.1	18.6	19.2	15.3	15.0	14.9	14.1	14.2	13.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,170 8.2		5,510 6.3		9,260 10.6				16,080 18.4			
	ABC TV					SLEDGE HAMMER (R)		CHARMING (R)		OUR WORLD (R)(SD)						20/20	
	AVERAGE AUDIENCE (Households (000) & %)					5,510 6.3		4,460 5.1		5,860 6.7	6.0*		7.4*	10,840 12.4	12.0*		12.8*
	SHARE OF AUDIENCE %					13		10		12	11 *		13 *	23	22 *		24 *
	AVG. AUD. BY ¼ HR.					6.3	6.3	5.0	5.2	5.6	6.4	7.2	7.5	12.2	11.8	12.8	12.8
	TOTAL AUDIENCE (Households (000) & %)					8,830 10.1				13,900 15.9							
	CBS TV					SCARECROW & MRS. KING (R)(SD)								CBS THURSDAY MOVIE LOCAL HERO (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					6,640 7.6	7.1*		8.1*	6,560 7.5	9.6*		7.8*		6.7*		5.9*
	SHARE OF AUDIENCE %					15	14 *		15 *	14	17 *		14 *		12 *		11 *
	AVG. AUD. BY ¼ HR.					7.0	7.3	7.7	8.4	10.0	9.2	8.3	7.4	7.1	6.3	6.1	5.7
	TOTAL AUDIENCE (Households (000) & %)					20,800 23.8		21,500 24.6		19,670 22.5		20,630 23.6		20,710 23.7			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS (R)		NIGHT COURT (R)				L.A. LAW (10:00-11:04PM) (R)(X-OP)	
	AVERAGE AUDIENCE (Households (000) & %)					17,740 20.3		18,880 21.6		16,610 19.0		17,650 20.2		13,900 15.9	16.3*		15.5*
	SHARE OF AUDIENCE %					40		41		34		36		30	29 *		30 *
	AVG. AUD. BY ¼ HR.					18.9	21.8	21.3	21.9	18.7	19.3	19.5	20.9	16.6	16.0	15.0	15.9

TV HOUSEHOLDS USING TV WK. 1	47.5	48.3	49.0	50.1	51.8	53.0	54.4	55.3	54.6	56.0	57.2	58.0	56.7	54.7	52.7	50.2
(See Def. 1) WK. 2	46.0	46.3	46.0	47.6	49.4	51.2	52.0	54.0	54.9	56.4	56.7	57.1	56.1	54.5	53.2	51.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. AUG.20, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. AUG.14, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,140 11.6		9,000 10.3		9,530 10.9				9,790 11.2			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)				MAX HEADROOM (R)(SD)				STARMAN (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,220 9.4		7,870 9.0		6,640 7.6				6,820 7.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.9	9.8	18 9.0	9.1	15 7.5	7.6*	15 *	7.7* 15 *	16 7.5	15 *	7.6*	8.0* 16 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,530 10.9				7,780 8.9				9,530 10.9			
	CBS TV							SUMMER PLAYHOUSE INFILTRATOR (SUS-SD)				DALLAS (R)(SD)				ADDERLY	
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.0	6.8*		7.2*	5,330 6.1	5.7*		6.5*	6,470 7.4	7.1*		7.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 6.9	15 *		15 *	12 5.6	11 *		12 *	15 7.2	14 *	7.0	16 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,190 12.8				17,650 20.2				13,810 15.8			
	NBC TV							RAGS TO RICHES (R)				MIAMI VICE (R)				CRIME STORY (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,600 8.7	8.2*		9.2*	13,280 15.2	14.5*		15.9*	10,310 11.8	12.1*		11.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 8.2	18 *		19 *	29 14.0	29 *		30 *	24 12.3	23 *	11.5	24 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,520 8.6		7,780 8.9		8,910 10.2				10,050 11.5			
	ABC TV					WEBSTER (R)		MR. BELVEDERE (R)(SD)				MAX HEADROOM (R)(SD)				STARMAN (R)	
	AVERAGE AUDIENCE (Households (000) & %)					6,120 7.0		6,730 7.7		5,860 6.7	6.8*		6.6*	6,900 7.9	7.1*		8.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 6.5	7.6	16 7.5	7.8	13 7.0	14 *		13 *	16 6.8	14 *	8.4	18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,530 10.9		10,310 11.8		8,300 9.5				9,790 11.2			
	CBS TV					GARFIELD IN THE ROUGH (R)		HOW BUGS BUNNY WON-WEST (R)(SUS-SD)				DALLAS (R)(SD)				ADDERLY	
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8		8,830 10.1		5,590 6.4	6.4*		6.5*	6,640 7.6	7.4*		7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 8.3	9.3	21 10.0	10.1	13 6.1	13 *		13 *	16 7.1	15 *	7.9	17 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,540 13.2				16,170 18.5				13,020 14.9			
	NBC TV							RAGS TO RICHES (R)				MIAMI VICE (R)				CRIME STORY (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,690 8.8	8.1*		9.5*	12,320 14.1	13.6*		14.6*	9,610 11.0	11.5*		10.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 8.2	18 *		20 *	28 13.4	28 *		29 *	23 11.8	23 *	10.6	22 *

TV HOUSEHOLDS USING TV WK. 1	43.9	44.3	43.9	45.1	45.8	47.5	48.4	49.6	50.2	51.3	52.4	53.0	52.1	51.0	49.6	48.3
(See Def. 1) WK. 2	44.7	44.1	43.4	44.1	44.7	46.3	47.8	48.8	48.5	49.5	51.1	51.2	49.7	49.3	48.2	46.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE.FRI. AUG.21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)						6,470 7.4		3,670 4.2		10,750 12.3							
ABC TV						ANIMAL CRACK-UPS		ELLEN BURSTYN SHOW (SD)		ABC SATURDAY NIGHT MOVIE OH HEAVENLY DOG (R)(SD)							
AVERAGE AUDIENCE (Households (000) & %)						5,160 5.9		2,880 3.3		5,330 6.1		4.8*		6.1*		6.6*	
SHARE OF AUDIENCE %						13		7		12		10 *		12 *		13 *	
AVG. AUD. BY ¼ HR.						6.1		5.7		4.3		5.2		6.0		6.5	
TOTAL AUDIENCE (Households (000) & %)						15,380 17.6								12,150 13.9			
CBS TV								CBS SATURDAY MOVIE CHASE (R)(SD)								WEST 57TH	
AVERAGE AUDIENCE (Households (000) & %)						9,260 10.6		9.3*		10.8*		10.8*		11.5*		7,780 8.9	
SHARE OF AUDIENCE %						22		21 *		23 *		22 *		23 *		18	
AVG. AUD. BY ¼ HR.						8.9		9.7		11.0		10.9		11.3		9.5	
TOTAL AUDIENCE (Households (000) & %)						11,360 13.0		12,850 14.7		14,330 16.4		11,190 12.8				15,380 17.6	
NBC TV						FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)				HUNTER (R)	
AVERAGE AUDIENCE (Households (000) & %)						9,180 10.5		11,100 12.7		12,240 14.0		10,050 11.5				12,060 13.8	
SHARE OF AUDIENCE %						23		27		28		23				28	
AVG. AUD. BY ¼ HR.						9.7		11.2		12.2		13.3				12.4	

TOTAL AUDIENCE (Households (000) & %)						7,080 8.1		4,630 5.3		11,800 13.5							
ABC TV						ANIMAL CRACK-UPS		ELLEN BURSTYN SHOW (SD)		ABC SATURDAY NIGHT MOVIE THE CHEAP DETECTIVE (R)(SD)							
AVERAGE AUDIENCE (Households (000) & %)						5,680 6.5		3,760 4.3		4,890 5.6		6.2*		5.6*		5.0*	
SHARE OF AUDIENCE %						14		9		11		12 *		11 *		10 *	
AVG. AUD. BY ¼ HR.						6.5		6.4		6.4		5.9		5.9		5.3	
TOTAL AUDIENCE (Households (000) & %)						7,780 8.9				20,710 23.7							
CBS TV						DOWNTOWN SPECIAL (SD)				NFL PRE-SEASON FOOTBALL DALLAS VS SAN FRANCISCO (9:00-12:10AM) (SD)							
AVERAGE AUDIENCE (Households (000) & %)						5,070 5.8		5.5*		8,040 9.2		7.9*		8.7*		10.5*	
SHARE OF AUDIENCE %						12		12 *		20		16 *		18 *		21 *	
AVG. AUD. BY ¼ HR.						5.2		5.8		7.6		8.1		8.5		8.8	
TOTAL AUDIENCE (Households (000) & %)						10,400 11.9		13,980 16.0		17,130 19.6		13,810 15.8				15,380 17.6	
NBC TV						FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)				HUNTER (R)	
AVERAGE AUDIENCE (Households (000) & %)						8,480 9.7		12,150 13.9		14,510 16.6		12,150 13.9				11,360 13.0	
SHARE OF AUDIENCE %						21		29		33		28				27	
AVG. AUD. BY ¼ HR.						9.1		10.4		12.8		14.9				12.6	

TV HOUSEHOLDS USING TV WK. 1	39.8	40.5	41.7	43.3	44.2	45.5	46.5	47.2	49.0	50.0	50.0	50.6	49.3	50.0	49.3	47.4
(See Def. 1) WK. 2	41.9	43.1	43.2	44.2	45.3	47.0	47.8	49.3	50.0	50.5	50.1	50.0	48.6	48.2	46.8	46.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. AUG.22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.15, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV	WK. 1	44.8	42.1	37.6	34.6	31.4	28.8	25.6	23.6	20.8	19.1	17.2	16.3	14.6	13.1	12.1	11.4
(See Def. 1)	WK. 2	44.3	41.8	37.4	35.4	32.6	29.8	26.7	24.0	21.1	18.5	16.3	14.6	13.2	11.9	10.5	9.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE.SAT. AUG.22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.16, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,910 10.2				18,270 20.9											
	ABC TV	DISNEY SUNDAY MOVIE GREAT MOMENTS IN DISNEY ANIMATION (R)						ABC SUNDAY NIGHT MOVIE LACE, PT. 1 (R)(S)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)	5,590 6.4	6.3*		6.5*	7,520 8.6	6.6*		6.6*		8.4*		9.7*	10.2*		10.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	13 6.1	13*	6.4	13*	16 6.9	13*	6.5	12*	8.1	15*	9.4	17*	18*	9.7	19*	10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,620 21.3		60 MINUTES		17,130 19.6		MURDER, SHE WROTE (R)(SD)		20,100 23.0							
	CBS TV											CBS SUNDAY MOVIE MALICE IN WONDERLAND (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	13,720 15.7	15.0*		16.4*	13,280 15.2	14.9*		15.4*	11,360 13.0	11.8*		12.6*	13.6*		14.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	33 14.0	32*	15.9	33*	29 14.9	29*	15.3	29*	23 11.8	21*	12.5	22*	24*	13.9	26*	14.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,000 10.3		OUR HOUSE (R)		20,010 22.9		NBC SUNDAY NIGHT MOVIE COMBAT HIGH (R)				14,250 16.3		DAVID LETTERMAN SPECIAL (R)			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,210 7.1	6.7*		7.5*	11,360 13.0	11.1*		12.4*		14.2*		14.4*	9,440 10.8	11.0*	10.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15 6.8	14*	7.3	15*	24 10.5	22*	12.1	23*	13.9	25*	14.8	25*	20	19*	20*	10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,240 14.0		DISNEY SUNDAY MOVIE YOU RUINED MY LIFE (R)(SD)		20,010 22.9		ABC SUNDAY NIGHT MOVIE THE MAN WHO FELL TO EARTH (SD)									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	6,640 7.6	7.0*		7.5*		7.9*		8.2*	12,670 14.5	13.5*		14.4*	15.2*		14.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15 7.0	15*	7.4	15*	7.8	16*	7.8	15*	25 12.8	23*	14.6	24*	26*	15.1	27*	14.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	19,400 22.2		60 MINUTES		15,030 17.2		CBS SPECIAL ALLSTAR PARTY CLINT EASTWOOD (R)(SD)		19,140 21.9		CIRCUS OF THE STARS (R)(SD)					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	14,770 16.9	15.8*		18.0*	10,580 12.1	11.9*		12.3*	10,930 12.5	12.4*		12.9*	12.9*		12.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	35 14.5	34*	17.8	37*	23 12.2	24*	12.2	22*	22 12.0	21*	12.9	22*	22*	12.7	22*	11.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	8,480 9.7		OUR HOUSE (R)		16,520 18.9		FAMILY TIES SPECIAL (R)		19,580 22.4		NBC SUNDAY NIGHT MOVIE STAYING ALIVE					
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	5,680 6.5	6.1*		6.8*	11,450 13.1	11.9*		14.2*	11,010 12.6	12.0*		12.2*	13.0*		13.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	14 6.1	13*	6.4	14*	25 11.4	24*	13.9	26*	22 12.1	21*	12.2	21*	22*	13.2	23*	12.7
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		46.0	47.8	49.0	50.5	51.1	52.0	53.0	54.0	54.8	56.9	58.2	58.5	57.1	55.9	54.9	52.4
WK. 2		45.5	46.7	48.7	49.9	50.0	51.0	53.9	56.1	57.5	59.0	59.5	59.0	58.3	58.3	57.0	54.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. AUG.23, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.16, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,270											
		{				2.6											
	ABC TV	{				ABC WEEKEND REPORT-SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{				2,190											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				2.5											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,110													
		{		4.7													
	CBS TV	{		CBS SUNDAY NEWS-OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,930													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		4.5													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,010											
		{				2.3											
	NBC TV	{				G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{				1,920											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				2.2											

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,060											
		{				3.5											
	ABC TV	{				ABC WEEKEND REPORT-SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{				2,800											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				3.2											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,760													
		{		4.3													
	CBS TV	{		CBS SUNDAY NEWS-OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,580													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		4.1													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,220											
		{				1.4											
	NBC TV	{				G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{				1,220											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				1.4											

TV HOUSEHOLDS USING TV	WK. 1	47.6	42.1	35.0	30.8	27.1	24.7	21.6	19.1	16.5	15.1	13.3	11.7	10.3	9.5	8.6	7.7
(See Def. 1)	WK. 2	47.8	42.8	34.1	30.0	26.2	23.3	20.5	18.1	15.6	13.9	11.6	10.7	9.6	8.9	8.1	7.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE.SUN. AUG.23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		4,110 4.7		3,930 4.5													
			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,230 3.7		3,150 3.6													
W E E K 2	SHARE OF AUDIENCE %		22		17													
	AVG. AUD. BY ¼ HR.		3.6		3.7		3.7		3.6									
	TOTAL AUDIENCE (Households (000) & %)		2,270 2.6		4,020 4.6						3,320 3.8		3,670 4.2					
	CBS TV		CBS MORNING NEWS 7:00AM		MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS					
W E E K 3	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.0		2,100 2.4						2,530 2.9		3,150 3.6					
	SHARE OF AUDIENCE %		14		12		2.3*		2.4*		12 *		11 *		12		15	
	AVG. AUD. BY ¼ HR.		1.9		2.1		2.2		2.3		2.4		2.4		2.5		2.4	
	TOTAL AUDIENCE (Households (000) & %)		4,720 5.4		5,330 6.1						3,500 4.0		3,500 4.0					
W E E K 4	NBC TV		← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →						SALE OF THE CENTURY		CLASSIC CONCENTRATION					
	AVERAGE AUDIENCE (Households (000) & %)		3,500 4.0		4,280 4.9						2,880 3.3		2,880 3.3					
	SHARE OF AUDIENCE %		24		22						14		14					
	AVG. AUD. BY ¼ HR.		4.0		3.9		5.1		4.8		3.2		3.4		3.3		3.3	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,500 4.0		3,670 4.2															
			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →															
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		2,710 3.1		2,880 3.3															
SHARE OF AUDIENCE %		18		15																
AVG. AUD. BY ¼ HR.		3.0		3.1		3.4		3.3												
E E K 5	TOTAL AUDIENCE (Households (000) & %)		2,450 2.8		3,850 4.4								3,580 4.1		3,930 4.5					
			CBS MORNING NEWS 7:00AM		MORNING PROGRAM								\$25,000 PYRAMID		NEW CARD SHARKS					
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		1,920 2.2		1,920 2.2		2.1*		2.2*		2.1*		2,880 3.3		3,320 3.8					
SHARE OF AUDIENCE %		15		11		12 *		11 *		10 *		14		16						
AVG. AUD. BY ¼ HR.		2.1		2.2		2.2		2.1		2.2		3.1		3.5		3.5		4.0		
2	TOTAL AUDIENCE (Households (000) & %)		4,720 5.4		5,070 5.8								3,850 4.4		3,930 4.5					
			← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →								SALE OF THE CENTURY		CLASSIC CONCENTRATION					
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		3,670 4.2		4,020 4.6								3,150 3.6		3,320 3.8					
SHARE OF AUDIENCE %		25		21								15		16						
AVG. AUD. BY ¼ HR.		4.2		4.2		4.6		4.6				3.5		3.8		3.8		3.8		

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 WK. 2	11.6	12.9	14.0	15.3	17.0	18.5	19.6	20.3	21.7	22.9	23.4	23.5	23.5	23.9	23.5	23.9
		11.4	12.0	14.2	15.5	17.2	18.7	19.5	20.4	21.4	22.8	23.3	23.8	23.5	23.6	23.8	24.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 17-21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.10-14, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,980 5.7		1,840 2.1		3,060 3.5		4,110 4.7		8,300 9.5		7,600 8.7			
	ABC TV		WHO'S THE BOSS? M-F		BARGAIN HUNTERS M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,110 4.7		1,490 1.7		2,450 2.8		3,580 4.1		6,380 7.3		6,030 6.9		6.9*	6.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	19 4.6	4.9	7 1.7	1.7	10 2.8	2.9	15 3.9	4.2	24 6.7	7.0* 7.2	23* 7.5	23* 6.9	23* 6.9	24* 7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,590 6.4		7,250 8.3				8,650 9.9				5,330 6.1		6,900 7.9	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.4		6,120 7.0				6,560 7.5	7.2*		4,630 5.3		5,590 6.4	6.4*	6.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 5.1	5.7	27 6.8	7.2			27 7.1	26* 7.4		17 5.4	5.3	22 6.5	21* 6.3	22* 6.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5		4,630 5.3		3,670 4.2		3,580 4.1		7,950 9.1		5,680 6.5			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.5		3,850 4.4		3,150 3.6		2,970 3.4		6,120 7.0		4,370 5.0		5.1*	4.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 5.4	5.6	17 4.4	4.5	13 3.5	3.7	12 3.3	3.5	23 6.2	6.5* 6.7	24* 7.5	17 5.3	17* 5.0	16* 4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,540 5.2		1,920 2.2		2,880 3.3		4,720 5.4		8,390 9.6		7,950 9.1			
	ABC TV		WHO'S THE BOSS? M-F		BARGAIN HUNTERS M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.4		1,490 1.7		2,360 2.7		3,930 4.5		6,380 7.3		6,290 7.2		7.0*	7.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 4.2	4.5	7 1.7	1.8	10 2.6	2.9	16 4.4	4.7	24 6.7	6.9* 7.1	26* 7.6	25 7.0	24* 7.1	25* 7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,030 6.9		7,600 8.7				9,180 10.5				5,590 6.4		6,990 8.0	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 5.9		6,560 7.5				6,820 7.8	7.5*		4,890 5.6		5,770 6.6	6.6*	6.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	24 5.5	6.2	29 7.3	7.6			28 7.3	27* 7.7		19 5.7	5.5	23 6.6	23* 6.7	23* 6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,210 7.1		4,810 5.5		3,760 4.3		3,670 4.2		7,690 8.8		5,510 6.3			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES		ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,240 6.0		4,110 4.7		3,060 3.5		3,060 3.5		5,860 6.7		4,020 4.6		4.6*	4.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	24 5.8	6.2	18 4.7	4.8	13 3.4	3.7	12 3.4	3.6	22 6.4	6.5* 6.5	23* 7.0	16 4.7	16* 4.5	16* 4.6
TV HOUSEHOLDS USING TV WK. 1			24.8	25.6	25.7	26.5	27.4	28.0	28.0	28.6	29.8	30.3	29.7	29.9	29.4	29.2
(See Def. 1) WK. 2			24.5	25.4	25.7	26.7	27.7	28.4	28.3	28.7	29.7	29.9	29.3	29.3	28.6	28.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.17-21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 10-14, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,950 9.1													9,700 11.1
	ABC TV		GENERAL HOSPITAL													ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	5,860 6.7													8,130 9.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 6.7	24 * 6.7			6.7 * 6.7	23 * 6.7							20 9.2	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5													9,440 10.8
	CBS TV		GUIDING LIGHT (50)(SUS-SD)													CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	4,370 5.0													7,950 9.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 5.1	18 * 4.9			5.0 * 5.0	17 * 5.0							20 8.9	9.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,510 6.3													9,530 10.9
	NBC TV		SANTA BARBARA													NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	4,110 4.7													7,950 9.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 4.6	16 * 4.7			4.8 * 4.8	16 * 4.8							20 9.0	9.1

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	8,040 9.2													9,350 10.7
	ABC TV		GENERAL HOSPITAL													ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	6,210 7.1													7,870 9.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 6.9	24 * 7.1			7.1 * 7.2	24 * 6.9							20 9.0	9.0
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,940 6.8													9,350 10.7
	CBS TV		GUIDING LIGHT (50)(SUS-SD)													CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.4													7,780 8.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 5.4	19 * 5.4			5.3 * 5.4	18 * 5.2							20 9.0	8.9
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,510 6.3													10,230 11.7
	NBC TV		SANTA BARBARA													NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	4,020 4.6													8,570 9.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 4.6	16 * 4.6			4.7 * 4.6	16 * 4.7							22 9.8	9.8

TV HOUSEHOLDS USING TV WK. 1	28.7	29.1	29.6	30.4	30.4	31.8	32.6	33.9	35.4	37.6	39.5	41.4	43.4	44.9	45.6	46.5
(See Def. 1) WK. 2	28.7	29.5	30.1	30.6	30.6	31.7	32.4	33.7	35.4	37.7	39.2	40.6	42.9	44.1	44.7	45.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 17-21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 15, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,840 2.1		2,710 3.1		3,320 3.8		3,670 4.2		3,930 4.5		2,880 3.3
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES
	AVERAGE AUDIENCE (Households (000) & %)					1,490 1.7		2,270 2.6		2,620 3.0		3,230 3.7		3,230 3.7		2,530 2.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 1.5		15 1.8		15 2.7		17 3.4		15 3.6		12 3.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,920 2.2		2,360 2.7		5,680 6.5				6,030 6.9		5,420 6.2
	CBS TV					BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF
	AVERAGE AUDIENCE (Households (000) & %)					1,310 1.5		1,840 2.1		4,020 4.6				5,160 5.9		4,540 5.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 1.3		12 1.7		22 3.9		21* 4.5		24 5.1		21 5.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,800 3.2		4,460 5.1		4,630 5.3		5,160 5.9		5,330 6.1		5,160 5.9
	NBC TV					KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.4		3,670 4.2		4,020 4.6		4,200 4.8		4,370 5.0		4,280 4.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 1.9		25 2.8		23 4.7		22 4.6		20 5.0		20 4.8

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					1,660 1.9		2,450 2.8		3,320 3.8		3,500 4.0		3,500 4.0		3,320 3.8
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES
	AVERAGE AUDIENCE (Households (000) & %)					1,310 1.5		2,010 2.3		2,620 3.0		2,970 3.4		2,880 3.3		2,970 3.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 1.3		14 1.6		15 2.6		16 3.4		14 3.2		14 3.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					1,140 1.3		2,100 2.4		5,070 5.8				5,330 6.1		4,020 4.6
	CBS TV					BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF
	AVERAGE AUDIENCE (Households (000) & %)					960 1.1		1,840 2.1		3,580 4.1				4,370 5.0		3,150 3.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					9 1.0		12 1.2		20 3.3		18* 3.7		21 5.2		14 3.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					3,230 3.7		4,200 4.8		4,810 5.5		4,810 5.5		6,120 7.0		7,430 8.5
	NBC TV					KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS
	AVERAGE AUDIENCE (Households (000) & %)					2,710 3.1		3,410 3.9		4,110 4.7		4,200 4.8		5,240 6.0		6,120 7.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 2.6		23 3.5		24 4.6		22 4.7		25 5.9		28 7.2

TV HOUSEHOLDS USING TV WK. 1	8.5	9.7	10.9	12.1	13.7	15.2	17.5	19.5	20.4	21.0	21.3	22.6	24.6	25.1	25.5	25.2
(See Def. 1) WK. 2	7.5	8.2	9.7	10.6	12.7	15.3	17.3	18.9	20.3	21.0	21.7	22.7	23.5	23.9	25.1	25.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY SAT. AUG. 22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 15, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.7		2,800 3.2		2,530 2.9		1,400 1.6		2,270 2.6					
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE DAY THE KIDS TOOK OVER, PT 1		HEALTH SHOW		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,970 3.4		2,360 2.7		2,010 2.3		1,220 1.4		1,660 1.9					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 3.3	3.5	11 2.8	2.6	9 2.3	2.2	5 1.4	1.4	7 1.9	2.0				
K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,670 4.2		2,530 2.9		2,530 2.9		3,150 3.6		11,620 13.3					
	CBS TV		DUNGEONS AND DRAGONS (B)		LAND OF THE LOST (B)		GALAXY HIGH SCHOOL (B)		CBS STORYBREAK (B)		PAN AMERICAN GAMES-SAT (1:00-4:02PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,150 3.6		2,190 2.5		2,100 2.4		2,620 3.0		4,110 4.7	4.7*	4.9*		5.0*	5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 3.5	3.7	10 2.4	2.6	9 2.2	2.5	12 2.9	3.1	16 4.6	18 *	18 *		18 *	17 *
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,540 5.2		4,460 5.1		2,880 3.3		2,010 2.3				4,460 5.1	14,860 17.0		
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		MAIN STREET				(1) (+OP)	(2) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.4		3,850 4.4		2,450 2.8		1,490 1.7				3,930 4.5	6,380 7.3		5.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 4.6	4.2	17 4.5	4.4	11 3.0	2.6	7 1.9	1.4			16 4.5	23 5.0	20 *	6.3

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,630 5.3		3,760 4.3		3,320 3.8		2,190 2.5		2,360 2.7				4,890 5.6	
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE DAY THE KIDS TOOK OVER, PT 2		HEALTH SHOW		AMERICAN BANDSTAND				BEATRICE WESTERN OPIN-SAT (2:30-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.1		3,150 3.6		2,710 3.1		1,750 2.0		1,750 2.0				1,750 2.0	2.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 3.9	4.2	14 3.7	3.6	11 3.1	3.1	7 1.9	2.2	7 2.3	1.8			6 2.2	7 *
K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,360 2.7		1,920 2.2		1,920 2.2		1,750 2.0		17,130 19.6					
	CBS TV		DUNGEONS AND DRAGONS (B)		LAND OF THE LOST (B)		GALAXY HIGH SCHOOL (B)		CBS STORYBREAK (B)		PAN AMERICAN GAMES-SAT (1:00-6:00PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	2,100 2.4		1,490 1.7		1,490 1.7		1,310 1.5		4,460 5.1	3.8*	4.1*		4.9*	5.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.3	2.5	7 1.6	1.7	6 1.8	1.7	5 1.6	1.5	16 4.0	14 *	15 *	4.1	17 *	18 *
K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,120 7.0		5,770 6.6		4,630 5.3		3,060 3.5							
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		IT'S PUNKY BREWSTER-2							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 5.9		4,810 5.5		4,020 4.6		2,530 2.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 6.2	5.7	22 5.5	5.5	17 4.6	4.7	10 3.0	2.8						

TV HOUSEHOLDS USING TV	WK. 1	24.5	24.7	24.9	25.7	26.3	27.1	26.4	26.0	26.0	27.1	27.4	27.8	29.0	29.2	29.5
(See Def. 1)	WK. 2	25.9	26.4	26.2	25.9	26.5	27.7	27.5	28.3	27.8	27.4	27.2	27.9	28.7	30.1	30.2

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

A-29 (2) NBC MAJOR LEAGUE BASEBALL, NY METS VS CHICAGO CUBS/TEXAS VS BOSTON, NBC, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

DAY SAT. AUG. 22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 15, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)							6,560 7.5									6,030 6.9	
	ABC TV							ABC WIDE WORLD-SPORTS SAT								ABC WRLD NEWS TONIGHT-SAT		
	AVERAGE AUDIENCE (Households (000) & %)							2,800 3.2									4,980 5.7	
	SHARE OF AUDIENCE %							9 2.7	8 2.9		9 3.4	9 3.3	9 3.2	9 3.7			15 5.9	
	AVG. AUD. BY ¼ HR.																5.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					8,130 9.3											6,120 7.0	
	CBS TV					PAN AMERICAN GAMES-SAT (1:00-4:02PM)(-OP)				INTERNATIONAL GOLF-SAT (4:02-8:30PM) (OP)						CBS SAT. NEWS- SCHIEFFER		
	AVERAGE AUDIENCE (Households (000) & %)					3,320 3.8											4,540 5.2	
	SHARE OF AUDIENCE %					11 3.2	10 3.2										14 4.9	
	AVG. AUD. BY ¼ HR.																5.6	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																8,740 10.0	
	NBC TV					NBC MAJOR LEAGUE BASEBALL NY METS VS CHICAGO CUBS TEXAS VS BOSTON (MULTI-SEGMENT TELECAST)								NBC NIGHTLY NEWS- SAT.				
	AVERAGE AUDIENCE (Households (000) & %)																7,250 8.3	
	SHARE OF AUDIENCE %																22 8.0	
	AVG. AUD. BY ¼ HR.																8.6	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)							8,480 9.7									7,250 8.3	
	ABC TV					BEATRICE WESTERN OPEN-SAT (2:30-4:30PM)				ABC WIDE WORLD-SPORTS SAT (4:30-8:02PM)				ABC WRLD NEWS TONIGHT-SAT				
	AVERAGE AUDIENCE (Households (000) & %)							3,930 4.5									5,860 6.7	
	SHARE OF AUDIENCE %							13 3.7	12 4.3		13 4.6	13 4.5	13 5.2				16 6.7	
	AVG. AUD. BY ¼ HR.																6.8	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																6,380 7.3	
	CBS TV					PAN AMERICAN GAMES-SAT (1:00-8:00PM)								CBS SAT. NEWS- SCHIEFFER				
	AVERAGE AUDIENCE (Households (000) & %)																5,240 6.0	
	SHARE OF AUDIENCE %																15 5.7	
	AVG. AUD. BY ¼ HR.																6.4	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					5,160 5.9	13,980 16.0										6,380 7.3	
	NBC TV					(1) (-OP) NBC MAJOR LEAGUE BASEBALL NY YANKEES VS OAKLAND LA VS PHILADELPHIA (MULTI-SEGMENT TELECAST)(OP)								NBC NIGHTLY NEWS- SAT.				
	AVERAGE AUDIENCE (Households (000) & %)					4,810 5.5	5,770 6.6										5,160 5.9	
	SHARE OF AUDIENCE %					18 5.5	20 5.3										15 5.4	
	AVG. AUD. BY ¼ HR.																6.4	
TV HOUSEHOLDS USING TV		WK. 1	30.0	29.7	30.7	31.4	31.2	32.4	33.2	34.0	34.9	35.4	35.2	36.4	37.7	38.0	38.2	39.5
(See Def. 1)		WK. 2	31.0	31.0	31.3	31.5	31.4	32.7	33.6	33.6	35.0	35.4	36.6	38.2	39.2	40.6	40.5	41.5

U.S. TV Households: 87,400,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:17PM)

For explanation of symbols, See page A

DAY SAT. AUG. 22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 16, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

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1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

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2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1	6.9	7.7	8.8	10.5	12.4	14.8	16.5	18.6	19.6	20.8	21.9	22.9	23.3	23.6	24.3	25.4
(See Def. 1) WK. 2	6.3	6.8	7.8	8.9	11.2	13.4	15.4	17.2	19.3	20.8	21.6	22.7	23.5	24.2	24.2	24.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. AUG. 23, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 16, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,930 4.5	← THIS WEEK-DAVID BRINKLEY →				1,750 2.0	BUSINESS WORLD				14,420 16.5	←		NFL PRE-SEASON FTBL-ABC NY GIANTS VS NEW ENGLAND PATRIOTS (1:30-5:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,530 2.9					1,400 1.6					4,810 5.5	4.1*		5.1*	5.6*
	SHARE OF AUDIENCE %	{		10 11 *					6 10 *					16 13 *			16 *	17 *
	AVG. AUD. BY ¼ HR. %	{		3.2 2.8					1.6 2.9					3.5 4.8	5.0	5.2	5.9	5.4
K 2	TOTAL AUDIENCE (Households (000) & %)	{			13,810 15.8					PAN AMERICAN GAMES-SUN (12:00-4:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{			4,540 5.2													
	SHARE OF AUDIENCE %	{			17 12 *					17 *								
	AVG. AUD. BY ¼ HR. %	{			3.0 3.6					4.4 5.1					5.6	5.5	5.4	5.6
	TOTAL AUDIENCE (Households (000) & %)	{			2,100 2.4					MEET THE PRESS								
	AVERAGE AUDIENCE (Households (000) & %)	{			1,660 1.9													
	SHARE OF AUDIENCE %	{			7 2.0					1.8								
	AVG. AUD. BY ¼ HR. %	{																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,460 5.1	← THIS WEEK-DAVID BRINKLEY →				1,840 2.1	BUSINESS WORLD								
	AVERAGE AUDIENCE (Households (000) & %)	{		2,800 3.2					1,220 1.4									
	SHARE OF AUDIENCE %	{		12 12 *					5 11 *									
	AVG. AUD. BY ¼ HR. %	{		3.3 3.3					1.4 2.8						1.3			
	TOTAL AUDIENCE (Households (000) & %)	{			20,280 23.2					PAN AMERICAN GAMES-SUN (12:00-6:04PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{			5,160 5.9													
	SHARE OF AUDIENCE %	{			19 18 *					21 *								
	AVG. AUD. BY ¼ HR. %	{			4.2 5.3					5.6 5.7					6.1	6.5	6.4	5.4*
	TOTAL AUDIENCE (Households (000) & %)	{			2,450 2.8					MEET THE PRESS								
	AVERAGE AUDIENCE (Households (000) & %)	{			2,100 2.4													
	SHARE OF AUDIENCE %	{			9 2.3					2.5								
	AVG. AUD. BY ¼ HR. %	{																

TV HOUSEHOLDS USING TV	WK. 1	25.4	26.3	26.7	26.4	26.4	27.2	28.0	28.5	27.9	29.4	31.1	31.5	32.4	33.4	34.2	34.0
(See Def. 1)	WK. 2	25.3	26.5	26.6	27.2	27.1	27.4	28.3	27.5	28.2	29.6	29.8	30.2	30.5	30.3	30.6	30.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. AUG. 23, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 16, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)									4,980 5.7						4,810 5.5	
	ABC TV					NFL PRE-SEASON FTBL-ABC NY GIANTS VS NEW ENGLAND PATRIOTS (1:30-5:00PM)				INTERNATIONAL RACE-CHAMPS						ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)		5.6*		6.4*		6.8*		4.7*	2,710 3.1	3.1*		3.1*			3,760 4.3	
	SHARE OF AUDIENCE %		16 *		18 *		19 *		13 *	8	8 *		8 *			10	
	AVG. AUD. BY ¼ HR. %	5.2	5.9	6.5	6.4	6.9	6.7	5.2	4.2	3.1	3.1	3.0	3.2			4.2	4.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,610 11.0								7,170 8.2			
	CBS TV					PAN AMERICAN GAMES-SUN (12:00-4:00PM)				INTERNATIONAL GOLF-SUN				CBS EVENING NEWS-SUNDAY			
	AVERAGE AUDIENCE (Households (000) & %)		5.5*		4.8*	4,540 5.2	5.0*		5.0*		5.2*		5.7*	5,680 6.5			
	SHARE OF AUDIENCE %		16 *		13 *	14	14 *		14 *		14 *		15 *	15			
	AVG. AUD. BY ¼ HR. %	5.7	5.4	5.0	4.7	5.2	4.8	4.8	5.1	5.4	5.0	5.7	5.7	6.5	6.6		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					8,040 9.2										8,300 9.5	
	NBC TV									SPORTSWORLD-SUN SPEC. ED						NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)					3,760 4.3	3.6*		4.1*		4.6*		4.8*			6,900 7.9	
	SHARE OF AUDIENCE %					12	10 *		11 *		13 *		13 *			18	
	AVG. AUD. BY ¼ HR. %					3.7	3.4	3.8	4.3	4.5	4.7	4.7	5.0			7.7	8.1

WEEK 4	TOTAL AUDIENCE (Households (000) & %)					7,340 8.4										6,380 7.3	
	ABC TV									BEATRICE WESTERN OPEN-SUN (4:00-6:03PM)						ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)					3,760 4.3	3.5*		4.4*		4.6*		4.5*			5,240 6.0	
	SHARE OF AUDIENCE %					12	10 *		12 *		13 *		12 *			15	
	AVG. AUD. BY ¼ HR. %					3.2	3.7	4.4	4.3	4.6	4.7	4.5	4.4	5.2		6.1	5.8
WEEK 5	TOTAL AUDIENCE (Households (000) & %)													5,510 6.3			
	CBS TV					PAN AMERICAN GAMES-SUN (12:00-6:04PM) (-OP)								CBS EVENING NEWS-SUNDAY (OP)			
	AVERAGE AUDIENCE (Households (000) & %)		5.7*		6.1*		6.2*		6.1*		6.2*		5.7*	4,200 4.8			
	SHARE OF AUDIENCE %		18 *		18 *		18 *		18 *		18 *		16 *	12			
	AVG. AUD. BY ¼ HR. %	5.9	5.6	5.8	6.4	6.2	6.3	6.1	6.1	6.3	6.1	5.8	5.6	4.2	5.4		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					5,770 6.6										7,170 8.2	
	NBC TV									SPORTSWORLD						NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)					2,620 3.0	3.1*				3.0*		2.9*			5,860 6.7	
	SHARE OF AUDIENCE %					9	9 *				9 *		8 *			16	
	AVG. AUD. BY ¼ HR. %					3.0	3.1			3.2	2.9	2.8	3.1			6.5	6.8
TV HOUSEHOLDS USING TV WK. 1		34.6	35.9	36.8	36.9	37.4	37.3	37.3	38.0	37.7	38.1	38.5	40.0	41.9	43.4	43.8	44.5
(See Def. 1) WK. 2		31.0	31.9	33.3	33.9	34.3	34.8	35.3	36.3	37.1	37.3	37.4	38.2	40.3	41.7	42.6	43.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. AUG. 23, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-MON	1	9.54- 9.55PM	9.45	10,660	12.2	10,660	12.2	21	12.2			6,990	8.0	6,990	8.0	14	8.0		
	2	9.55- 9.56PM	9.45									7,080	8.1	7,080	8.1	14	8.1		
CBS WE THE PEOPLE SUS(SUS)	2	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	1	9.57- 9.59PM	9.45	10,230	11.7	9,700	11.1	19	11.1										
	2	9.58- 9.59PM	9.45									8,220	9.4	8,220	9.4	16	9.4		
NBC NBC MAJOR LGE. BSBL-TUE.(S)	1	8.12-11.17PM	→GRID 11.00 11.15	18,000	20.6	7,170	8.2	16											
							7.9*	16*											
NBC NBC MAJOR LGE. PRE-TUE.(S)	1	8.00- 8.12PM	→GRID	7,080	8.1	7,430	8.5	18											
EVENING WEDNESDAY																			
ABC PERFECT STRANGERS	1	8.18- 8.48PM	→GRID 8.45	11,190	12.8	8,570	9.8	19											
									11.8										
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45									6,820	7.8	6,820	7.8	15	7.8		
ABC HEAD OF THE CLASS	1	8.48- 9.18PM	→GRID 9.15	13,900	15.9	11,270	12.9	24											
									13.5										
ABC ABC BUSINESS BRIEF-WED	1	9.16- 9.17PM	9.15	8,830	10.1	8,830	10.1	18	10.1										

ABC MACGYVER	1	9.18-10.18PM	-GRID 10.15	15,470	17.7	10,400	11.9	21	10.3					
							12.3*	22*						
ABC ABC NEWSBRIEF-WED	2	9.53- 9.59PM	9.45							7,430	8.5	7,430	8.5	15
	1	10.16-10.17PM	10.15	6,730	7.7	6,730	7.7	14	7.7					
ABC HOTEL	1	10.18-11.18PM	-GRID 11.00 11.15	12,850	14.7	8,390	9.6	19	10.6 9.3					
							10.4*	23*						
CBS DEMOCRATIC RESPONSE-CBS(SUS)	1	8.17- 8.25PM	8.15											
CBS RATHER WRAPUP(SUS)	1	8.25- 8.31PM	8.15											
CBS MIKE HAMMER	1	8.31- 9.31PM	-GRID 9.30	13,200	15.1	8,220	9.4	18	10.4					
CBS WE THE PEOPLE-SUS(SUS)		8.58- 8.59PM	8.45											
CBS MAGNUM, P.I.	1	9.31-10.31PM	-GRID 10.30	15,910	18.2	9,700	11.1	20	11.2					
CBS EQUALIZER	1	10.31-11.31PM	-GRID 11.00 11.15 11.30	13,020	14.9	8,910	10.2	21	10.7 9.9 8.2					
							10.3*	23*						
NBC PRESIDENTIAL ADDRESS(SUS)	1	8.00- 8.16PM	8.00											
NBC DEMOCRATIC RESPONSE-NBC(SUS)	1	8.16- 8.31PM	8.15											
NBC HIGHWAY TO HEAVEN	1	8.31- 9.31PM	-GRID 9.30	11,800	13.5	7,690	8.8	16	9.7					
NBC NIGHT COURT	1	9.31-10.01PM	-GRID 10.00	12,240	14.0	10,310	11.8	21	12.1					
NBC SLICKERS(S) CONT'D	1	10.01-10.31PM	-GRID	11,100	12.7	8,910	10.2	19						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING WEDNESDAY-CONT'D																			
NBC SLICKERS(S)-CONT'D			10.30							9.5									
NBC ST. ELSEWHERE	1	10.31-11.31PM	+GRID 11.00 11.15 11.30	12,500	14.3	7,690	8.8	18											
								8.7* 19*		8.7 8.8 8.3									
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	6,030	6.9	6,030	6.9	12	6.9			6,900	7.9	6,900	7.9	14	7.9		
NBC L.A. LAW	2	10.00-11.04PM	+GRID 11.00									20,710	23.7	13,900	15.9	30		15.6	
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI		8.43- 8.44PM	8.30	6,640	7.6	6,640	7.6	16	7.6			5,240	6.0	5,240	6.0	13	6.0		
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	5,070	5.8	5,070	5.8	11	5.8			4,280	4.9	4,280	4.9	10	4.9		
CBS WE THE PEOPLE-SUS.(SUS)		8.58- 8.59PM	8.45																
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	2,800	3.2	2,800	3.2	7	3.2			4,110	4.7	4,110	4.7	10	4.7		
ABC ABC SPORTS UPDATE-SAT	1	9.54- 9.55PM	9.45	4,810	5.5	4,810	5.5	11	5.5										
	2	9.52- 9.53PM	9.45									4,200	4.8	4,200	4.8	10	4.8		

CBS SPORTSBREAK-SAT	2	8.58- 8.59PM	8.45									5,680	6.5	5,680	6.5	14	6.5		
	1	9.01- 9.02PM	9.00	7,950	9.1	7,950	9.1	19	9.1										
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	5,510	6.3	5,510	6.3	12	6.3			9,090	10.4	9,090	10.4	21	10.4		
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.57- 8.59PM	8.45	5,770	6.6	5,510	6.3	12	6.3			7,250	8.3	7,250	8.3	15	8.3		
	2	8.58- 8.59PM	8.45																
ABC ABC SPECIAL REPORT-956P(S)	1	9.56- 9.57PM	9.45	9,440	10.8	9,440	10.8	19	10.8										
ABC ABC NEWSBRIEF-SUN.	2	10.09-10.10PM	10.00									11,100	12.7	11,100	12.7	22	12.7		
CBS SPORTSBREAK-SUN	1	8.30- 8.31PM	8.30	11,100	12.7	11,100	12.7	24	12.7			9,440	10.8	9,440	10.8	19	10.8		
	2	8.58- 8.59PM	8.45									11,800	13.5	11,800	13.5	23	13.5		
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	8,040	9.2	8,040	9.2	16	9.2										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	5,860	6.7	4,810	5.5	16	6.2 5.0	M-F M-F		6,290	7.2	4,980	5.7	17	6.4 5.0 3.9	M-F M-F FRI.	
ABC ABC NEWS:NIGHTLINE-FRI	1	12.00-12.20AM	12.00 12.15	4,810	5.5	4,200	4.8	16	5.0 4.1	FRI. FRI.									
ABC ABC NEWS:NIGHTLINE-WED	1	12.00-12.18AM	12.00 12.15	4,110	4.7	3,760	4.3	15	4.3 4.1	WED. WED.									
ABC MONDAY SPORTSNITE		12.00- 1.00AM	12.00 12.15 12.30 12.45	2,710	3.1	1,570	1.8 2.1* 1.5 1.4*	8 8* MON. 7*	2.4 1.9 1.3	MON. MON. MON.		2,880	3.3	1,750	2.0 2.4* 1.6*	8 9* 8*	2.6 2.2 1.8 1.4	MON. MON. MON. MON.	
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	7,430	8.5	7,430	8.5	16	8.5	MTUTH		6,120	7.0	6,120	7.0	13	7.0	TU&TH	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NEWSBREAK-M-F		>	9.45 10.15	5,590	6.4	5,590	6.4	11	6.6 5.8	M-F WED.		5,240	6.0	5,240	6.0	11	6.0	M-F	
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00	5,420	6.2	3,580	4.1 4.5*	16 14*	4.8 4.3 4.2 4.1 4.1 3.9* 3.9*	M-TH TU&TH M-TH M-TH M-TH M-TH M & W		5,240	6.0	3,410	3.9 4.1*	14 13*	4.2 3.9 3.9 3.7 3.6	M-TH M-TH M-TH M-TH M-TH	
CBS IN PERSON FROM THE PALACE		11.30-12.30AM	11.30 11.45 12.00 12.15	2,190	2.5	1,310	1.5 1.7*	5 5*	2.0 1.4 1.5 1.3	FRI. FRI. FRI. FRI.		2,800	3.2	1,490	1.7 2.0*	6 6*	2.2 1.7 1.5 1.5	FRI. FRI. FRI. FRI.	
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15 1.30 1.45	3,060	3.5	2,190	2.5 2.4*	15 12*	2.6 2.4 2.7 2.4 2.8 2.8	M-F TUTHF M-F M-F M-TH M-TH		3,060	3.5	2,010	2.3 2.6*	13 13*	2.7 2.5 2.3 1.8	M-F M-F M-F M-F	
		VARIOUS TIMES (SUS)					2.8*	21*											
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,050	1.2	870	1.0	10	1.1	MTUTHS		700	.8	610	.7	7	.7	M-THSU	

CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.15 2.30 2.45	1,050	1.2	960	1.1	13	.9 1.1 1.1	MTUTHS M-THSU M-THSU M-THSU		960	1.1	870	1.0	12	.7 1.0 1.0	M-THSU M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45	1,750	2.0	790	.9 1.2*	15 16*	1.2 1.1 1.1 1.0 .9 .8 .8 .9 .8 .8 .8 .8	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		1,570	1.8	700	.8 1.0*	14 14*	.8 .8 .8 .8 .7 .7 .7 .7 .8 .8 .8	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	
NBC TONIGHT SHOW		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00	9,000	10.3	5,160	5.9 6.7*	20 19*	6.9 6.4 6.2 5.2 4.7 4.5 4.0	M-F MTUTHF M-F M-F TU & W TU & W WED.		9,790	11.2	5,770	6.6 7.1*	21 21*	7.4 6.8 6.7 5.8 6.2	M-F M-F M-F M-F THU.	
NBC DAVID LETTERMAN I		>	12.30 12.45 1.00 1.15 1.30	4,460	5.1	3,670	4.2	21	4.5 4.1 3.9 3.7 3.5	M-F MTUTHF TU & W TU & W WED.		5,070	5.8	4,200	4.8	22	5.1 4.6 5.0	M-F M-F THU.	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN II		>	1.00	3,760	4.3	3,060	3.5	22	4.0	M-F		3,930	4.5	3,230	3.7	22	4.0	M-F	
			1.15						3.5	MTUTHF							3.4	M-F	
			1.30						3.2	TU & W							3.5	THU.	
			1.45						2.9	TU & W									
			2.00						2.6	WED.									
NBC FRIDAY NIGHT VIDEOS		1.30- 2.30AM	1.30	2,800	3.2	2,010	2.3	16	2.5	FRI.		3,150	3.6	2,010	2.3	16	2.9	FRI.	
			1.45				2.4*	15*	2.3	FRI.					2.6*	17*	2.4	FRI.	
			2.00						2.3	FRI.							2.1	FRI.	
			2.15				2.3*	17*	2.2	FRI.					1.9*	15*	1.7	FRI.	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	960	1.1	870	1.0	12	1.0	M-F		1,050	1.2	960	1.1	14	1.1	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,920	2.2	1,750	2.0	18	2.0	M-F		1,750	2.0	1,660	1.9	17	1.9	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		2.57- 2.59PM	2.45	5,770	6.6	5,590	6.4	22	6.4	M-F		6,380	7.3	6,210	7.1	24	7.1	M-F	
CBS CBS MORNING NEWS- 6:30AM		6.30- 7.00AM	6.30	1,140	1.3	870	1.0	11	.9	M-F		1,310	1.5	960	1.1	13	1.0	M-F	
			6.45						1.2	M-F							1.2	M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,720	5.4	4,540	5.2	20	5.2	M-F		4,980	5.7	4,720	5.4	21	5.4	M-F	
CBS NEWSBREAK-3.44		>	3.30	3,670	4.2	3,670	4.2	14	4.2	M-F		3,930	4.5	3,930	4.5	15	4.5	M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	3,670	4.2	3,670	4.2	14	4.2	M-F		3,670	4.2	3,670	4.2	14	4.2	M-F	

CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
NBC NBC NEWS AT SUNRISE		6.00- 6.30AM	6.00	2,270	2.6	1,660	1.9	23	1.8	M-F		2,190	2.5	1,570	1.8	21	1.5	M-F	
			6.15						2.1	M-F							2.0	M-F	
NBC BEFORE HOURS		6.15- 6.30AM	6.15	520	.6	520	.6	9	.6	M-F		520	.6	520	.6	9	.6	M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,020	4.6	4,020	4.6	16	4.6	M-F		3,670	4.2	3,670	4.2	14	4.2	M-F	
DAY SATURDAY																			
CBS PAN AMERICAN GAMES-SAT	1	1.00- 4.02PM	-GRID	11,620	13.3	4,110	4.7	16											
			4.00						3.4										
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,020	4.6	3,850	4.4	24	4.4			3,760	4.3	3,580	4.1	23	4.1		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	4,370	5.0	4,280	4.9	20	4.9			5,940	6.8	5,510	6.3	26	6.3		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	3,760	4.3	3,670	4.2	16	4.2			5,070	5.8	4,810	5.5	21	5.5		
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	-GRID	4,460	5.1	3,930	4.5	16											
			2.15						4.8										
	2	3.00- 3.17PM	-GRID									5,160	5.9	4,810	5.5	18			
			3.15														5.6		
DAY SUNDAY																			
CBS PAN AMERICAN GAMES-SUN	2	12.00- 6.04PM	-GRID									20,280	23.2	5,160	5.9	19			
			6.00														5.3		